

Hello:

Thank you for your early commitment to attend the 1985 Intercollegiate Broadcasting System West Coast Convention. This early commitment will assure you of the best possible publicity coverage and entitles you to a discounted advertising rate for the 24-page Program Guide.

We are producing a promotional Video to be sent to regional college radio stations as a preview of the Convention participants and entertainment. Because of your early commitment to the success of this event, we would very much like to include a 15 second to 2 minute promotional spot for your company. If you are interested, we strongly urge you to post a short promotional video to us as soon as possible.

Enclosed you will find both an Exhibitor Contract and Registration Form. Also included is a copy of our first press release to trade journals and general pricing information for the program guide. Everything should be self-explanatory, but if you have any questions or problems that need clarification please feel free to contact either myself at (415) 960-4260, KFJC General Manager Robert Zepernick at (408) 297-3159, or KFJC Station Supervisor Doc Pelzel at (415)962-0490.

Once again thank you for your prompt response and commitment to the Convention. We will be in touch with updates on the progression of the program and any other information that you might need. This is most certainly looking to be the event of the year for west coast college broadcasters. Since there was no convention last year, we are expecting heavy attendance and a very successful weekend.

Sincerely,

Scott Stapleton
KFJC Music Director

STS/dr